

CENTER FOR ASIAN AMERICAN MEDIA PRESENTS  
**CAAMFEST 37**

**“SELF EVIDENT,” A NEW PODCAST TAKING ON AMERICAN IDENTITY THROUGH AN ASIAN AMERICAN LENS, WILL LAUNCH AT CAAMFEST37**

**SAN FRANCISCO (APRIL 9, 2019)** – To kick off its first season, **Self Evident**, a new podcast taking on what it means to be American through Asian America’s stories, is partnering with the [Center for Asian American Media](#) to present a live storytelling event at [CAAMFest37](#). The event will bring the show’s first season to the stage, offering CAAMFest attendees a sneak peek of stories to come, moving personal narratives, and a panel discussion on the term “Asian American,” led by Self Evident host Cathy Erway.

The team of award-winning producers, filmmakers, and journalists — from recognized public radio institutions like Latino USA, Gimlet Creative, The Moth, and Snap Judgment — hopes to establish a new lineage of Asian American storytellers who are creating deeper representation of Asian American perspectives and experiences through audio. With host Erway, the show will tackle identity, cultural change, and nationhood through reported features, community conversations, and personal stories.

“We’re exploring American identity because it’s something the whole country is grappling with right now,” said James Boo, managing producer of Self Evident. “We want to do this in a way that really stays with listeners and lets them decide how this dialogue fits into their lives. We think audio storytelling offers one of the most intimate and powerful ways to examine underrepresented perspectives in that national conversation.”

The launch event at CAAMFest37 will be an introduction to the intimate experience they are creating for listeners.

“It’s important to us that the show and event reflect the conversations we see moving forward in Asian American communities, as well as a multitude of Asian American identities and experiences,” said Cathy Erway, host of Self Evident, who will be emceeing the launch event.

From day one, Self Evident has been rooted in community participation. The team has built and nurtured a nationwide advisory panel of more than 200 people from a diverse range of Asian American communities and identities; this group has helped shape the show by sharing their perspectives, giving feedback on episodes-in-progress, and in some cases, volunteering to tell their personal stories on the show.

“Studioscope is committed to producing stories that lift up the perspectives of women and people of color,” said Ken Ikeda, executive producer of Self Evident and Partner at Studioscope. “There is both talent and courage behind this effort. We love that the Self Evident team is moving urgently to share these stories.”

“We want to send a message that audiences nationwide want to hear more stories by and about Asian Americans,” said Boo. “Especially on public radio, where many talented Asian American producers are already working incredibly hard to pitch their stories, get new programs off the ground, and foster more inclusive newsrooms. We also think audio storytelling can be a great bridge across media. Co-presenting with CAAM at CAAMFest gives us the chance to reach wider audiences and celebrate the Asian American storytellers who inspire us, during a festival with a mission that matches our own.”

###

#### **About Self Evident:**

Self Evident is a podcast taking on what it means to be American by presenting reported stories and community conversations by and about Asian Americans. With host Cathy Erway, Self Evident tackles today’s tough questions around identity, cultural change, and nationhood, with direct input from its audience. Season 1 premieres May 2019 and is presented with the Center for Asian American Media, with funding provided by the Corporation for Public Broadcasting and additional support from the Ford Foundation. Self Evident is a Studiotobe production, incubated at the Made in NY Media Center by IFP.

To learn more: [www.selfevidentshow.com](http://www.selfevidentshow.com)

To donate: [bit.ly/SelfEvidentCrowdfund](http://bit.ly/SelfEvidentCrowdfund)

Follow Self Evident on [Instagram](#), [Twitter](#), and [Facebook](#)

#### **About Cathy Erway:**

Cathy Erway is the award-winning podcast host of Self Evident and also a seasoned writer, focusing on food, sustainability, and Asian and mixed Asian identity. Most recently she hosted Gimlet’s *Why We Eat What We Eat*, a podcast that earned the IACP award and a James Beard nomination. She’s also produced and hosted the podcast *Eat Your Words* at Heritage Radio Network since 2009. Cathy reached food blog fame with “Not Eating Out in New York,” which led to her memoir “The Art of Eating In,” and her cookbook “The Food of Taiwan.” She continues to report on the intersection of food, identity, and politics and has bylines in *Saveur*, *Food & Wine*, *Serious Eats*, *Grub Street*, *Eater*, and *Civil Eats*.

#### **About CAAMFest:**

CAAMFest, formerly the San Francisco International Asian American Film Festival (SFIAAFF), celebrates the world’s largest showcase for new Asian American and Asian film, food, and music programs. Annually presenting over 120 works in the Bay Area, CAAMFest presents its 37th year from May 9-19, 2019. For more information, please visit <http://www.caamfest.com>.

#### **About CAAM:**

CAAM (Center for Asian American Media) is a nonprofit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible. CAAM does this by funding, producing, distributing, and exhibiting works in film, television, and digital media. For more information on CAAM, please visit [www.caamedia.org](http://www.caamedia.org).